



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
December 11, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Wednesday, December 11, 2024.

The meeting was called to order at 9:03am.

Roll was called. Committee members Steve Felten, Jon Bjork, Dan Panella, Jeremy Trettevik, James Boore, Gerardo Espinosa, Jorja Lerner, and Todd Maley along with Lexi Burns, Natalie Scott, Bettyann Spenker, Wes Rhea, Steve Carson, Denise Gage and staff Stuart Spencer, Jenny Heitman and Katie Crippen were in attendance.

A quorum was established.

Minutes (Exhibit A) from the November 6, 2024, meeting were reviewed and approved. Bjork/Maley carried.

**Public Comments on Items Appearing on the Agenda**

No public comments.

**Winery Marketing Committee Activities**

**Winery BID** – Staff shared that the steering committee hosted a meeting to begin the petition process on December 10.

**Lodi Wine & Chocolate (February 14-16, 2025)** – Staff shared a promotional timeline, advertising ideas, and ticket sales goals for the 2025 event weekend. Tickets went on sale Monday, November 4. There are 33 wineries participating in the Saturday Winery Tours and 23 wineries participating in the Sunday Winemakers Toast. As of the end of November, the following number of tickets have been sold: Saturday Winery Tours – 515/2,800; Sunday Winemaker's Toast – 18/300.

**Educational Programming** – San Joaquin Delta College will be offering a viticulture and winemaking course (CUL ART 31) at the Lodi Wine Visitor Center during its spring semester, beginning in January. This is a great opportunity for growers, vintners, and hospitality staff to expand their knowledge and perspective on wine. It is also important that our local industry continues to support these classes so that Delta College continues offering them. Staff asked the committee if they would like to sponsor a Responsible Beverage Service Training Class in early 2025. The committee is on board with hosting. Staff will reach out to Jerry Jolly for availability.

**Technical Tasting Program** – Todd Maley will be resuming the technical tastings on December 11 at 5:30pm at m2 Wines. The tastings are limited to 25 participants at a



cost of \$20 per person. These tastings are a great way to engage winery and production staff to meet monthly to taste wines as a group to work on technical improvement in the region.

### **Roadshows**

**San Diego Bay Wine & Food Festival (November 8 & 9, 2024)** – Twelve wineries participated in this year’s San Diego Bay Wine & Food Festival (November 8+9, 2024). Committee members who attended provided feedback. Several wineries felt that the event space for Friday evening was very loud and too small for the number of vendors. As well, that the table alignment did not allow the flow of the crowd to be natural. Many wineries suggested negotiating for a larger space in 2025 at the Saturday Grand Tasting. The provided space in 2024 was the same as 2023 and felt isolated, making it hard for guests to enter and exit the area based on surrounding layout.

**Palm Desert Food & Wine Festival (March 22 & 23, 2025)** – Staff had a conversation with Palm Desert Food & Wine team to see what opportunities are available at the 2025 event. The festival has proposed a \$10,000 sponsorship which includes 17 winery tables during the festival weekend. Staff has also received add-on opportunities for Visit Lodi to join and will discuss with their team.

### **2024-25 Year-to-Date Budget Review**

A budget for period ending October 2024 was reviewed. There were no questions.

### **Reports from Other LWC Committees**

#### **Grower Marketing Committee**

**Export Marketing** – The Commission will host two Lodi-exclusive events before ProWein 2025: one in Copenhagen, Denmark on March 10; one in Warsaw, Poland on March 12. In addition to hosting a table at ProWein 2025, Stuart will be presenting three seminars in the California Wine Pavillion. Staff is working with the Wine Institute team to utilize available Market Access Program (MAP) dollars.

**Dallas Travel Media & ZAP Dinner Events (November 12-13, 2024)** – We hosted a reception for 20-30 travel media in the Dallas area on November 12. On November 13, Lodi was the exclusive wine sponsor for a Zinfandel-focused event with celebrity chef Kent Rathburn.

**Liquor Board of Ontario (LCBO) Lodi Tour (November 12-15, 2024)** – As part of the California Wines Export Program, we hosted Abhay Garg, (V.P. Merchandising) and Marie Cundari (Sr. Director, New World Wines) with the LCBO in Lodi in mid-November. The group was seeking to learn more about the region. Also, to discover new wines for the Ontario market.

**Field Blends Tour (spring/summer 2025)** – Maryam Ahmed with Maryam + Company will be hosting a Field Blends educational wine tour in Lodi for wine professionals in



2025. Field Blends tours typically last 4 to 5 days and aim to bring greater visibility to the destination region.

**Samantha Capaldi Wine Club Event (spring/fall 2025)** – Sommelier Samatha Capaldi will host her wine club tour in Lodi in spring or fall 2025. She recently hosted 60 club members for two days in Paso Robles and plans to structure her Lodi tour similarly.

**Public Comment on Items not Appearing on the Agenda**

No public comments.

**Agenda items for Future Meetings**

No agenda items were requested to be added to future meetings.

**Set Next Meeting Date**

The next meeting will be held at 9:00am on Wednesday, January 8.

**Adjourn**

The meeting was adjourned at 10:55am.

Respectfully submitted,  
Steve Felten, Committee Chair

**Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).**